CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Waterfront Strategies
1010 Wisconsin Ave.
Suite 800
Washington, DC 20007

Contract / Revision	Alt Order #
364114 /	06865533

Product
SENATE MAJORITY PAC

Contract Dates	Estimate #
10/30/12 - 11/06/12	**2156**

Advertiser	Original Date / Revision
House Majority PAC	10/19/12 / 10/22/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTMJ	Anjanette Brady	Petry-Philadelph

Special Handling

Demographic
Households

IDB#	Advertiser Code	Product Code
	94	100

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/30/12	11/02/12	Live at Daybreak	6a-7a		:30			NM	1	$1,250.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-TWTF--	1		$1,250.00					
N 2	WTMJ	11/06/12	11/06/12	Live at Daybreak	6a-7a		:30			NM	1	$1,250.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		11/05/12	11/11/12	-T-----	1		$1,250.00					
N 3	WTMJ	10/30/12	11/02/12	Today Show M-F	7a-9a		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-TWTF--	1		$1,000.00					
N 4	WTMJ	11/06/12	11/06/12	Today Show M-F	7a-9a		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		11/05/12	11/11/12	-T-----	1		$1,000.00					
N 5	WTMJ	11/03/12	11/03/12	Today Show Saturday	6a-8a		:30			NM	1	$650.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-----S-	1		$650.00					
N 6	WTMJ	11/03/12	11/03/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-----S-	1		$750.00					
N 7	WTMJ	11/04/12	11/04/12	Today Show Sunday	7a-8a		:30			NM	1	$850.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	------S	1		$850.00					
N 8	WTMJ	11/04/12	11/04/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	------S	1		$750.00					
N 9	WTMJ	10/30/12	11/02/12	Noon News Rotation	12n-1p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	-TWTF--	1		$500.00					
N 10	WTMJ	11/06/12	11/06/12	Noon News Rotation	12n-1p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		11/05/12	11/11/12	-T-----	1		$500.00					
N 11	WTMJ	11/04/12	11/04/12	Sunday Insight	10am-1030am		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	------S	1		$750.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
364114 /	06865533

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	SENATE MAJORITY PA	**2156**

Advertiser	Original Date / Revision
House Majority PAC	10/19/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 12	WTMJ	10/30/12	11/02/12	Live at 4:30 News	430p-5p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-TWTF--	1	$900.00						
N 13	WTMJ	11/06/12	11/06/12	Live at 4:30 News	430p-5p		:30			NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	11/05/12	11/11/12	-T-----	1	$900.00						
N 14	WTMJ	10/30/12	11/02/12	Live at 5 News	5p-530p		:30			NM	3	$3,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-TWTF--	3	$1,200.00						
N 15	WTMJ	11/06/12	11/06/12	Live at 5 News	5p-530p		:30			NM	1	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	11/05/12	11/11/12	-T-----	1	$1,200.00						
N 16	WTMJ	10/30/12	11/02/12	Live at 6 News	6-630p		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-TWTF--	1	$2,000.00						
N 17	WTMJ	11/04/12	11/04/12	Live at 5 Sunday	5p-530p		:30			NM	1	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	------S	1	$1,200.00						
N 18	WTMJ	10/30/12	11/02/12	Access Hollywood	630p-7p		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-TWTF--	1	$1,000.00						
N 19	WTMJ	11/05/12	11/05/12	The Voice	7-9pm		:30			NM	1	$5,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	11/05/12	11/11/12	M------	1	$5,500.00						
N 20	WTMJ	11/05/12	11/05/12	Revolution	9p-10p		:30			NM	1	$3,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	11/05/12	11/11/12	M------	1	$3,500.00						
N 21	WTMJ	10/30/12	10/30/12	The Voice	7p-8p		:30			NM	1	$5,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-T-----	1	$5,500.00						
N 22	WTMJ	11/01/12	11/01/12	Rock Center	9p-10p		:30			NM	1	$3,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	---T---	1	$3,000.00						
N 23	WTMJ	11/02/12	11/02/12	Dateline	9p-10p		:30			NM	1	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	----F--	1	$4,000.00						
N 24	WTMJ	10/30/12	11/02/12	Live at 10pm M-F	10p-1035p		:30			NM	3	$7,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-TWTF--	3	$2,500.00						
N 25	WTMJ	10/30/12	11/02/12	Tonight Show	1035p-1137p		:30			NM	1	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-TWTF--	1	$1,500.00						
N 26	WTMJ	10/30/12	11/02/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-TWTF--	1	$500.00						
N 27	WTMJ	11/03/12	11/03/12	Saturday Night Live	1030p-1205a		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/29/12	11/04/12	-----S-	1	$2,000.00						
N 28	WTMJ	11/04/12	11/04/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	1	$10,300.00

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Advertiser	Original Date / Revision
House Majority PAC	10/19/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		10/29/12	11/04/12	------S	1				$10,300.00			
N 29	WTMJ	11/05/12	11/05/12	Live at Daybreak	6a-7a		:30			NM	1	$1,250.00
Week:		11/05/12	11/11/12	M------	1				$1,250.00			
N 30	WTMJ	11/05/12	11/05/12	Today Show M-F	7a-9a		:30			NM	1	$1,000.00
Week:		11/05/12	11/11/12	M------	1				$1,000.00			
N 31	WTMJ	11/05/12	11/05/12	Noon News Rotation	12n-1p		:30			NM	1	$500.00
Week:		11/05/12	11/11/12	M------	1				$500.00			
N 32	WTMJ	11/05/12	11/05/12	Live at 4:30 News	430p-5p		:30			NM	1	$900.00
Week:		11/05/12	11/11/12	M------	1				$900.00			
N 33	WTMJ	11/05/12	11/05/12	Live at 5 News	5p-530p		:30			NM	1	$1,200.00
Week:		11/05/12	11/11/12	M------	1				$1,200.00			
N 34	WTMJ	11/05/12	11/05/12	Live at 6 News	6-630p		:30			NM	1	$2,000.00
Week:		11/05/12	11/11/12	M------	1				$2,000.00			
N 35	WTMJ	11/05/12	11/05/12	Access Hollywood	630p-7p		:30			NM	1	$1,000.00
Week:		11/05/12	11/11/12	M------	1				$1,000.00			
N 36	WTMJ	11/05/12	11/05/12	Live at 10pm M-F	10p-1035p		:30			NM	1	$2,500.00
Week:		11/05/12	11/11/12	M------	1				$2,500.00			
N 37	WTMJ	11/05/12	11/05/12	Tonight Show	1035p-1137p		:30			NM	1	$1,500.00
Week:		11/05/12	11/11/12	M------	1				$1,500.00			
N 38	WTMJ	11/05/12	11/05/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	$500.00
Week:		11/05/12	11/11/12	M------	1				$500.00			
									Totals		42	$75,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/06/12	42	$75,700.00	$64,345.00
Totals	42	$75,700.00	$64,345.00

Signature: _____ **Date:** _____

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